

City of Hastings, Minnesota

Vermillion Street Corridor Study

Adopted April 2018



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Table of Contents

1. Introduction	7
By 2030...	7
How to Get There	7
2. Development Characteristics.....	9
The Study Area	9
Downtown District.....	12
Development Characteristics.....	12
Public Improvements	12
Opportunity Sites.....	12
Model Site Development.....	14
Midtown District.....	16
Development Characteristics	16
Public Improvements.....	16
Opportunity Sites.....	16
Model Site Development.....	18
Vermillion River District.....	20
Development Characteristics.....	20
Public Improvements.....	20
Opportunity Sites.....	20
Model Site Development.....	22
Southtown District.....	24
Development Characteristics.....	24
Public Improvements.....	24
Opportunity Sites.....	24
Model Site Development.....	26
3. Transportation	29
Roadway Characteristics	29
Property Access	30
Pedestrian Zone and Streetscape	30
Community Connection	30
4. Implementation	33

1



Introduction

The purpose of the Vermillion Street Corridor Study is to create a plan for the economic redevelopment and revitalization of Vermillion Street. The goal of the study is to outline a clear and unified strategy to improve the market position of the corridor through the identification of priority redevelopment sites. The Study also aims to improve the Corridor through the enhancement of its aesthetics, multi-modal transportation, and connection to the City of Hastings.

By 2030...

Hastings' residents and visitors alike are welcomed into the City by an active and vibrant mixed-use corridor where streetscaping and landscaping, bicycle and pedestrian amenities, and complementary architecture, entice people to explore all that the City has to offer. The Vermillion Street Corridor highlights and promotes the City's culture and arts community and is well connected to all amenities in Hastings, including, Downtown, the Vermillion and Mississippi Rivers, trails, parks, and more.

How to Get There

The Vermillion Street Corridor Study provides recommendations to improve each of the different functional areas of the Corridor, by identifying improvement recommendations and development opportunities and characteristics.

This Study should be used as the foundation for decision-making matters pertaining to the Vermillion Street Corridor. It should be used by elected and appointed officials, City staff, and property and business owners, developers, and residents to guide investment, improvements, and development characteristics throughout the Corridor.



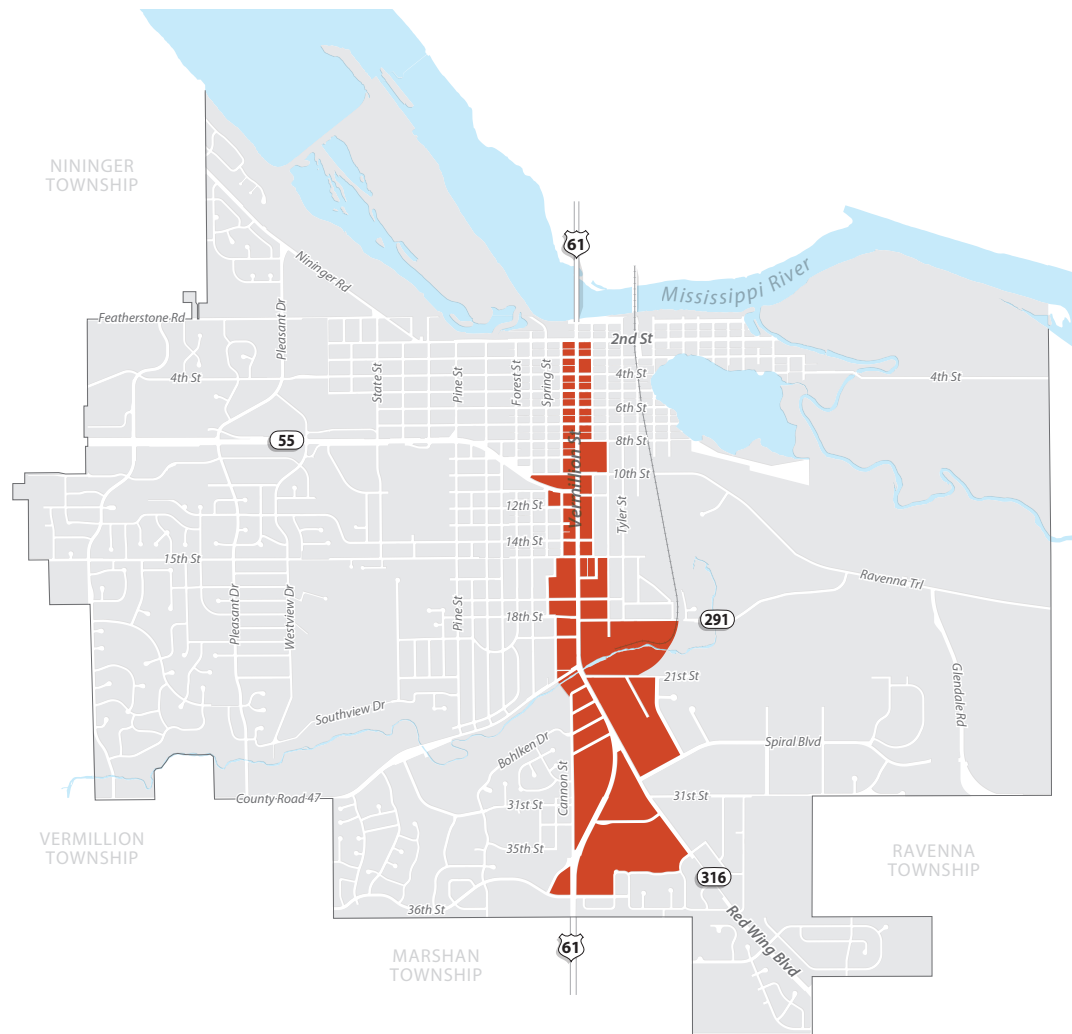
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Development Characteristics

The Study Area

Located approximately 25 miles southeast of the Twin Cities, the City of Hastings is a predominately residential community of more than 22,000 people. Vermillion Street is a 3-mile-long arterial roadway that runs the length of the City from north to south. It is also a portion of Highway 61 which connects travelers from the Twin Cities to the communities to the southeast along the Mississippi River. The corridor is the public face of Hastings to those passing through. The Study Area focuses on Vermillion Street and the blocks immediately to the east and west. The auto-oriented corridor serves as a center for retail and office activity. Though primarily commercial, the corridor also supports a mix of land uses including industrial, residential, and public facilities.



Vermillion Street Districts

Corridor Districts

The three-mile long corridor consists of varying topographies, periods of development, and relationships with the rest of the City as well as the metropolitan region. For this Study, the corridor has been subdivided into four districts, Downtown, Midtown, Vermillion River, and Southtown.

Downtown

The portion of Vermillion Street from the City's northern border to 8th Street has a development style and feel reminiscent of traditional downtowns throughout the United States. This district, primarily developed in the late 19th century and early 20th century, is pedestrian friendly and, from north to south, has continuous two and three-story buildings transitioning into one and two-story buildings and historic homes.

Midtown

The portion of Vermillion Street from 8th Street to 16th Street consists of large-scale, post-World War II strip malls and standalone office buildings. It is an auto-oriented commercial area with high traffic volumes due, in part, to the intersection of two major roadways – Highway 55 and Vermillion Street.

Vermillion River

The portion of Vermillion Street from 16th Street to 25th Street has the most diverse collection of land uses and conditions, with the Ardent Mills, the largely windowless and one of tallest buildings in town, next to Vermillion Falls Park. While largely commercial, properties along this stretch of Vermillion Street could take advantage of the park and the Hastings 10-Mile Scenic Circuit trail, which connects the Vermillion and Mississippi rivers, with mixed-use redevelopment.

Southtown

The portion of Vermillion Street from 25th Street to the City's southern border is defined by larger parcels and commercial uses with out-lots. This district is on the southern edge of Hastings, and the edge of the Minneapolis-St. Paul metropolitan area's urbanized area.



Opportunity Sites

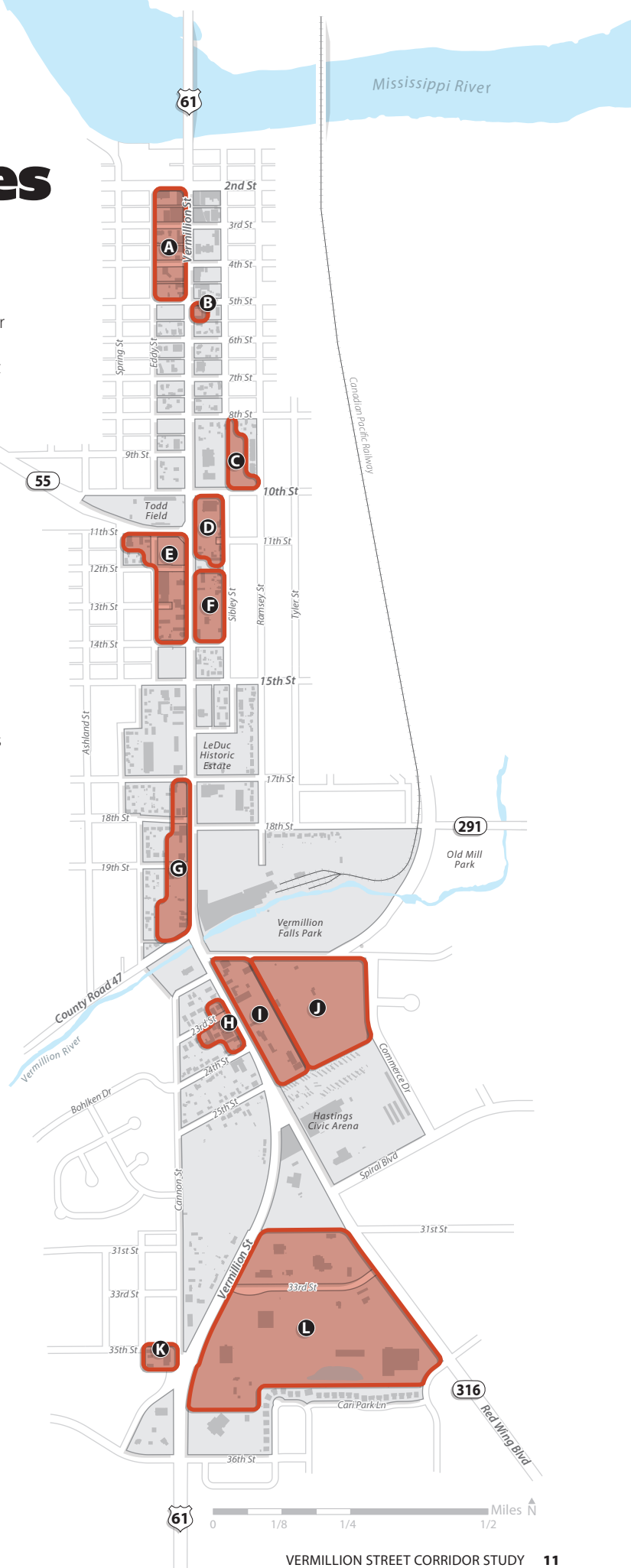
Recognizing that any site could redevelop, the Vermillion Street Corridor includes several sites that represent opportunities for redevelopment that could have the potential to serve as a catalyst for future investment along the corridor. Potential opportunity sites were identified based on feedback from residents, business owners, and stakeholders. The list of potential opportunity sites was further refined based on an analysis of the size of the property, opportunity for parcel assembly, underutilization or vacancy, location along the corridor, proximity to amenities and natural features, and the current use of the site.

It is important to note that properties designated as opportunity sites are neither “targeted” for acquisition by the City, nor being considered for condemnation. Nearly any site along the corridor may be a candidate for redevelopment. The selection of these sites does not predict which properties might develop first or in what manner.

All existing commercial establishments in the Vermillion Street corridor are welcome members of the community. They would be more successful with neighbors than next to vacant properties. Where properties are shown in this study as potential redevelopment sites, this is not a reflection on the value of current businesses. There is every hope that, should properties be redeveloped, space would be located for current businesses to thrive and grow in Hastings.

Model Sites

Model Sites are a subset of the opportunity sites that were chosen to exemplify new development that adheres to the plan’s recommendations. These sites were chosen based on their location, size, opportunity for parcel consolidation, and development potential. Programming is based on market analysis, which shows a general saturation of the commercial and retail market and the possibility of residential growth. The selection of properties for the Model Sites does not indicate that the current use is undesirable or unwanted.



Downtown District

The Downtown District has many strong assets that should be preserved and improved. This plan works to extend and connect the district to the historic downtown centered on 2nd Street; preserve the historic character and homes along Vermillion Street; maximize commercial frontage between 2nd Street and 6th Street; and make the district more pedestrian friendly with buildings that help define the street as well as streetscape enhancements.

Development Characteristics

Uses

The Downtown District should have a mix of uses throughout including retail, dining, office, entertainment, and multi-family residential. Mixed-use buildings should have commercial on the ground floor with office or residential above. Supporting land uses include parks, plazas, and historic single-family homes. Historically significant buildings should be preserved. Historic homes located along Vermillion Street may be converted to other uses.

Built Form

Buildings should be located at or near the sidewalk and front property line with a continuous streetwall. Building scale and character should be compatible with existing buildings.

Building Height

To maintain the scale of Downtown, encourage street life, and acknowledge financial feasibility, buildings should be at least two and up to four stories. Single-story buildings should be discouraged.

Parking Lots & Access

In the Downtown District, it is important to dedicate the frontage along Vermillion Street to buildings to maintain the traditional downtown streetwall. Parking should be located in the rear of the building and accessed from the side streets or alleyways.

Landscape

Landscaping should be used to improve the overall aesthetics of properties as well as to buffer parking lots from the right-of-way. "Landscaping" broadly includes trees, other plant material, lighting fixtures and other street furniture, and paving.

Public Improvements

Pedestrian Network

This district has a strong pedestrian orientation. As a northern gateway to the City, the road is well-traveled, and wide sidewalks along Vermillion Street should buffer pedestrians from traffic and foster a more comfortable environment. Along Vermillion Street, between 2nd Street and 6th Street, a 15-foot wide sidewalk, with regularly and closely-spaced tree pits, is desirable. In other areas throughout the Downtown District, there should be a complete pedestrian network with nine-foot wide parkways and six-foot wide sidewalks.

Gateway

As a primary entry into the City and an extension of Hastings' traditional downtown, this area should be improved with a gateway feature, including monument signs and landscape enhancements.

Opportunity Sites

Site A

Currently, Opportunity Site A consists of standalone retail, service, dining, and office uses. The area also has private surface parking lots isolated from each other at the rear of the buildings, which are accessed from the side streets. These blocks are in a prime location given their proximity to Hastings' City Hall, traditional downtown, Wilson Park, and the Mississippi River. Opportunity Site A also has the advantage of its location at the City's northern entry which lends itself to high traffic counts and visibility.

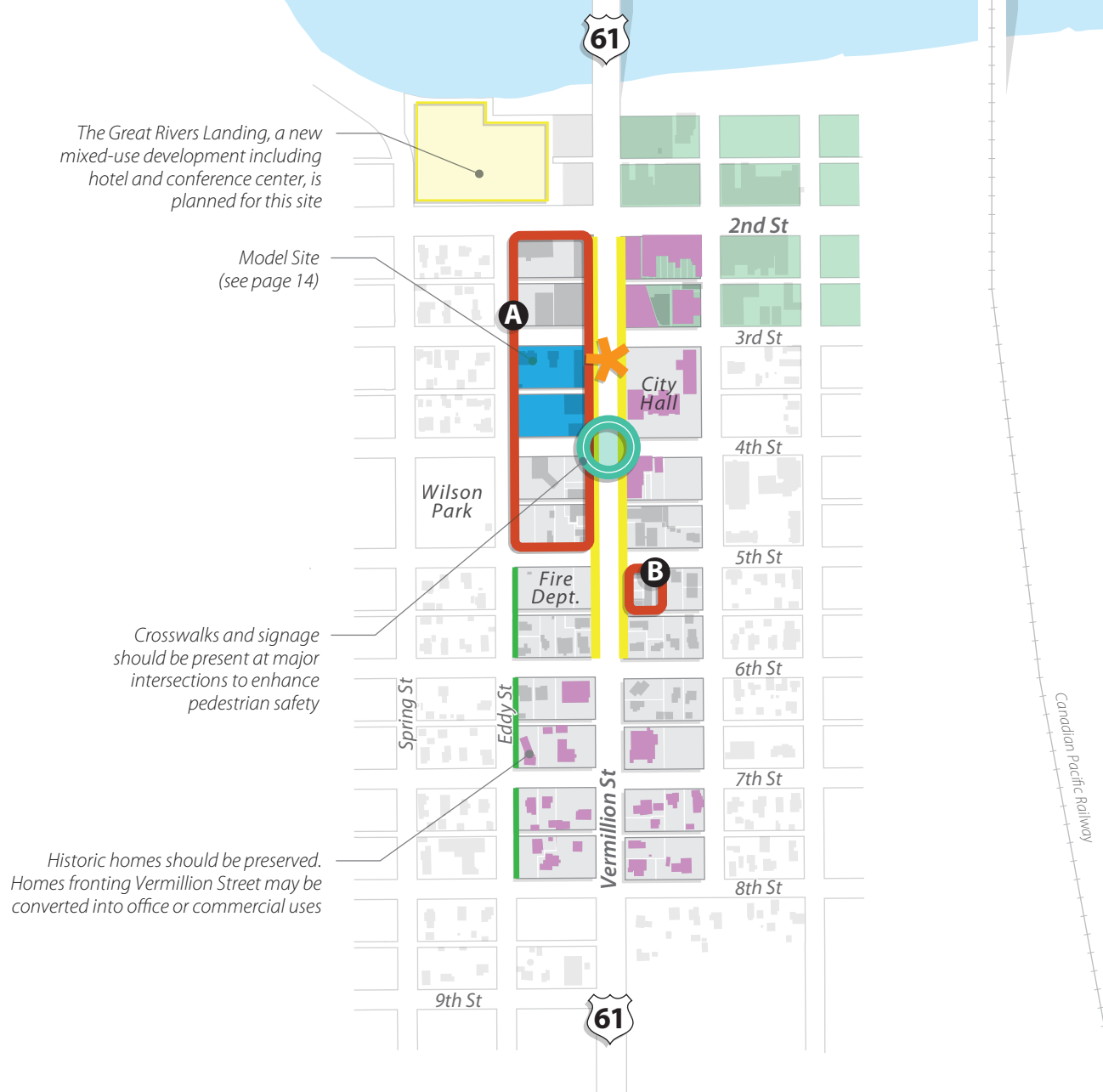
Opportunity Site A is not intended to create a consolidated super block redevelopment. These three blocks have been grouped together because they are of similar size, location, and, should they redevelop in the future, have similar development characteristics, compatible with existing buildings.

Site B

Currently, Opportunity Site B consists of vacant lots, vacant store fronts, and standalone commercial buildings. Opportunity Site B is flanked by commercial uses to the north and west and residential to the south and east. Should this site redevelop in the future, there would be an opportunity for a development that creates a smooth transition between traditional downtown commercial and traditional single-family residential. Two to four-floor residential or mixed-use development would be appropriate at this location.

Downtown District

Framework Plan



Framework Key

- Opportunity Site
- Model Site
- ✱ Proposed Gateway
- Pedestrian Gaps
- Improved Intersection
- Historic Buildings
- Proposed Downtown District Cross Section (see page 29)
- New Development
- Hastings' Traditional Downtown

Downtown District

Model Site Development

The model site for the Downtown District is the block bounded by Vermillion Street, 4th Street, Eddy Street, and 5th Street. Currently, the site is home to an underused building, a vacant lot, standalone dining, commercial service, and a single-family residence. There is a parking lot on either side of the single-family residence that can be accessed from 5th Street or the alley that cuts through the center of the block.

The redevelopment concept for this site consists of mixed-use buildings with commercial on the ground floor with office and residential above. The buildings have a shared parking lot in the rear which is accessed from 5th Street and Eddy Street. The parking lot has landscaped islands and is screened from the right-of-way. The buildings are set back from the street to accommodate a carriage walk wide enough for pedestrians to walk comfortably in both directions. The space between the buildings is used as a pedestrian walk and plaza space. This space could also be used as outdoor dining or event space for the commercial uses on the ground floor.



(1) Wide carriage walk with landscaping (2) Striped crosswalk with signage (3) Pedestrian alley
(4) Hastings' traditional downtown



Midtown District

The Midtown District is centered around the intersection of Vermillion Street and Highway 55. The existing character of the area, combined with the high traffic volumes passing through the major intersection, creates an opportunity for a unique commercial center along the corridor. This plan works to capitalize on this advantage by emphasizing shopping and dining, making the area more walkable, and allowing residential uses.

Development Characteristics

Uses

The Midtown District should serve as a commercial center along the corridor. Appropriate uses include retail, service, dining, entertainment, office and residential. Residential uses are most appropriate along side streets. Though residential uses are not likely to be proposed along Vermillion Street in the Midtown District, they should not be discouraged.

Built Form

Mid-scale commercial development is appropriate for the Midtown District. Assembling smaller parcels into larger redevelopment lots is desirable.

Building Height

Developments in the Midtown District may primarily consist of single-story commercial. If the market allows, one or two stories of residential or office uses may be located above.

Parking Lots & Access

Parking should be located in the rear of the building but may be located on the side. Adjacent parking lots should have shared access to reduce curb cuts and improve mobility throughout the area.

Landscape

Landscape enhancements should be used to buffer commercial uses from the adjacent residential neighborhood. Landscaping should also be utilized to improve the overall aesthetics with trees and other plants around the perimeter of the site and within the parking lot.

Public Improvements

Pedestrian Network

The Midtown District is heavily trafficked by motorists but should be accessible and comfortable for pedestrians and bicyclists. All blocks should be complete with sidewalks and wide parkways to separate pedestrians from motorists.

District Identity

The Midtown District should be identified as a distinctly different commercial area from Hastings' Downtown District and the commercial areas to the south. Though there should be an aesthetic that unifies all the Vermillion Street Corridor Districts, such as similar lighting or streetscape enhancements, the Midtown District should employ unique signage to distinguish it from the others.

Connection to Todd Field

Todd Field is a historic landmark in the community and an asset to the Midtown District. The City should consider improving the area's pedestrian and bike connection to the field through clearly marked bike lanes and crosswalks and pedestrian signage. The vacant gas station on the south side of Highway 55 should be converted to a use that would complement the field.

Opportunity Sites

Site C

Opportunity Site C is currently a large vacant lot which would be suitable for single-family attached or multi-family residential. A 60-unit, four-story residential building has been approved for this location.

Site D

Opportunity Site D is currently retail, vacant lots, single-family residential, and multi-family uses. If this area was to redevelop, residential should front Sibley Street with commercial uses along Vermillion Street.

Site E

Opportunity Site E is three separate strip commercial developments with standalone retail and restaurant outlots. Opportunity Site E is not intended to create a consolidated super block redevelopment. These three blocks have been grouped together because they are of similar size and location. Should they redevelop in the future, these blocks should have similar characteristics and parking and access should be coordinated.

Site F

Opportunity Site F is made up of standalone, primarily office, uses. Though these uses are appropriate, each lot is separated by landscaping with multiple access points along Vermillion Street. Should any of the properties redevelop, there should be coordination with adjacent property owners to share access and parking to improve mobility and safety.

Framework Plan

Intersections should feel safe and comfortable for pedestrians to cross



Model Site
(see page 18)

Signage should indicate the entrance into the Midtown District commercial center

Framework Key

- Opportunity Site
- Model Site
- Proposed Signage
- Pedestrian Gaps
- Improved Intersection



Midtown District

Model Site Development

The model site for the Midtown District is the three blocks between Highway 55 and 14th Street bounded by Eddy Street and Vermillion Street. Currently, the site is made up of separate strip commercial developments with a few single-family homes along the south end. The two blocks to the north were developed with commercial in the rear facing Vermillion Street with parking in the front. The strip commercial development to the south was developed with the buildings facing 13th Street, perpendicular to Vermillion Street, with parking in the side yard.

The redevelopment concept for this site consists of three separate developments with similar characteristics. The ground floor is dedicated to retail, restaurant, and personal and professional service uses and with office uses on the upper floors. The stand-alone commercial building along Highway 55 could be a restaurant with second floor outdoor dining, looking out onto Todd Field. The space between the restaurant and the mixed-use building could act as a plaza which can be used for additional outdoor dining or an event space.

Building organization, the street network, and parking encourage pedestrian and neighborhood resident interaction with the site. Thirteenth Street is extended to Vermillion to encourage walking and improve vehicle access to the site. Buildings have midblock pathways to reduce walking distances between the front and back sides. Parking is located in the rear, which is accessed from 12th, the extended 13th, 14th, and Eddy streets. The parking lots have been softened with landscaping and buffered from the adjacent residential neighborhood.



(1) Commercial and office mixed-use development (2) Screening parking from adjacent uses (3) Parking lot landscaping (4) Commercial development



Vermillion River District

The Vermillion River District has many assets, including, the Vermillion River, Vermillion Falls Park, the Hastings 10-mile Scenic Route, and LeDuc Historic Estate. This plan works to better activate these assets by creating greater access and connection, and by introducing residential uses.

Development Characteristics

Uses

Appropriate uses in the Vermillion River District are multi-family residential, retail, commercial, restaurants, entertainment, and industrial. Supporting land uses include parks, hotel, and residential uses.

Built Form

The Vermillion River District may be considered a “flex space” along the corridor. A wide range of uses are appropriate, all requiring different built form. Commercial use may be standalone but should respond to its adjacent properties with similar setbacks and shared parking access when possible. Multi-family residential may be located along Vermillion Street on the blocks adjacent to amenities such as the Vermillion River or LeDuc Historic Estate and may incorporate ground floor commercial.

Building Height

Residential and mixed-use buildings may be up to four stories. Commercial uses may be single-story, but are encouraged to be at least two stories.

Parking Lots & Access

Parking lots should be located in the rear or side yards and should have shared access with adjacent parking lots. All parking lots should be softened with landscape enhancements.

Landscape

Landscaping should be used to improve the overall aesthetics of properties as well as to buffer parking lots from the right-of-way and commercial uses from adjacent residential neighborhoods. “Landscaping” broadly includes trees, other plant material, lighting fixtures and other street furniture, and paving.

Public Improvements

Vermillion River Connection

The Vermillion River and the Falls are major assets to the District and the community as a whole and should be easily accessible for both motorists and pedestrians. Improving the signage to Vermillion Falls and the trail system will alert motorists to the destination. Sidewalks on the east side of Vermillion Street, connecting Vermillion Park Falls with the Con Agra Park and the LeDuc Historic Estate should be improved with signage and landscaping.

Vermillion River Bridge

The Vermillion River Bridge should be replaced or modified to improve its function and appearance. Sidewalks on both sides of the bridge should be 10 feet wide and the trail underpass should be comfortable, clean and well-lit. The appearance of the bridge could mimic the style of the Hastings Bridge’s terra cotta arches and become a landmark for the Vermillion River.

Opportunity Sites

Site G

Opportunity Site G is three continuous blocks with numerous vacant and for sale properties. Similar to Opportunity Site A and E, the intent is not to create a super block redevelopment. Should these blocks redevelop, they should have similar characteristics and be coordinated to improve parking and access. This area would be appropriate for commercial and multi-family uses.

Site H

Opportunity Site H also has numerous vacant and for sale properties. Given its proximity to the Vermillion River Falls Park and other commercial uses, this area would be appropriate for dining, entertainment, and commercial uses.

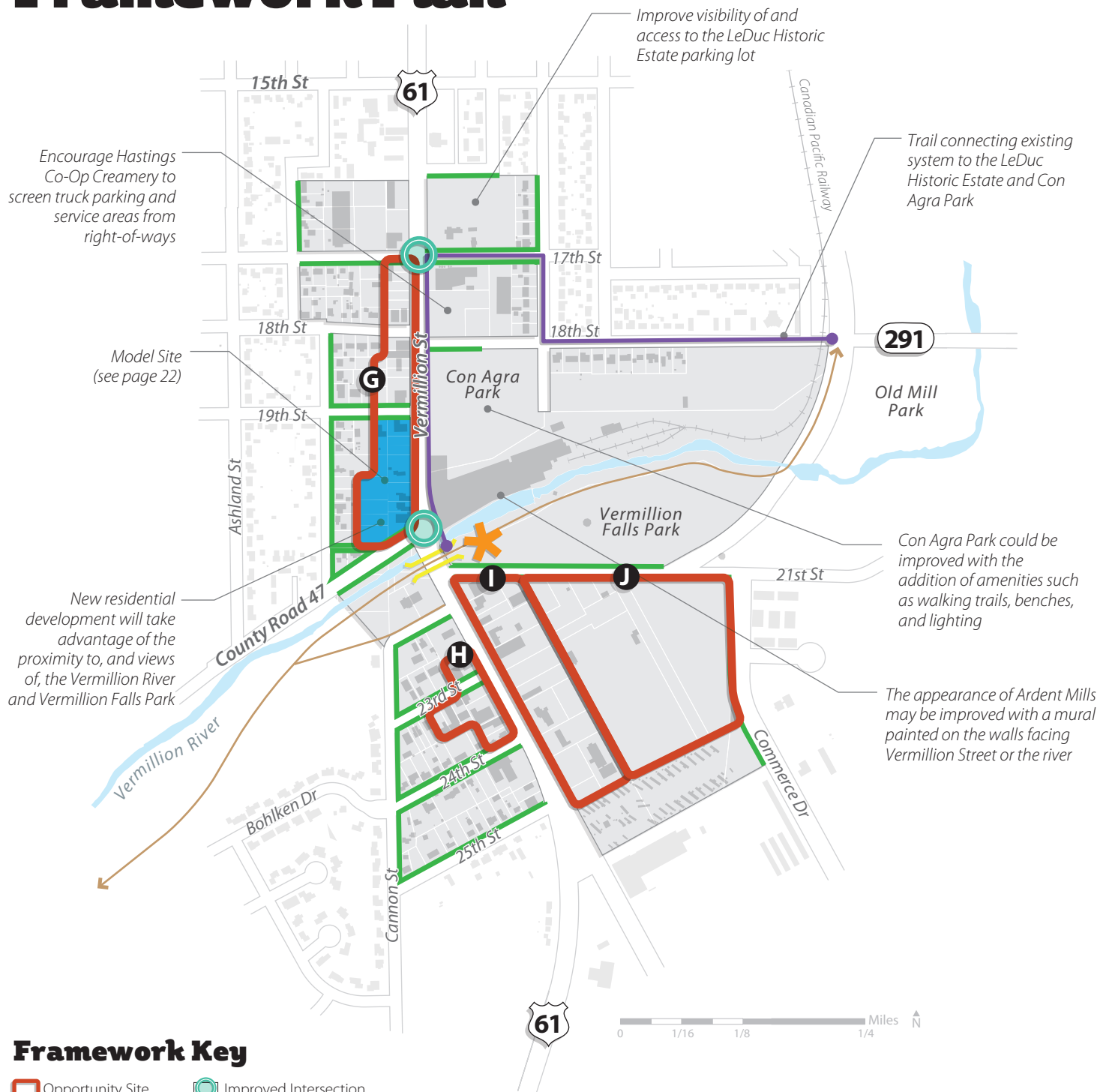
Site I

Opportunity Site I has similar characteristics to Opportunity Site H. The existing uses are appropriate for this area but can be enhanced with façade, parking lot, and access improvements.

Site J

Opportunity Site J includes an industrial use and an undeveloped property. Should the industrial use choose to relocate, this area would be appropriate for up to three-story multi-family or attached single-family residential, entertainment, and dining uses. A portion of the site could be used for an expansion of Vermillion Falls Park.

Framework Plan



Vermillion River District

Model Site Development

The model site for the Vermillion River District is the east half of the block between 19th Street and County Road 47. Currently, the site is made up of several service uses, a single-family home, and vacant properties. The uses in this area do not take advantage of its proximity to the Vermillion Falls Park and the LeDuc Historic Estate.

The redevelopment concept for this site consists of four-story multi-family buildings. The primary attractions for residential use of the site are its visual and physical connection to the Vermillion River, Vermillion Falls Park, and the Hastings 10-Mile Scenic Circuit. The site is also close to Con Agra Park and the LeDuc Historic Estate.

The ground floor of the south building could house commercial uses such as dining, entertainment, and retail. The ground floor of the building to the north could house amenities for the residents of the two buildings. Parking is located in the rear and accessed from 19th Street, Vermillion Street, and County Road 47. The parking lots have been softened with landscaping and buffered from the adjacent residential neighborhood.



(1) Commercial and residential mixed-use development (2) Parkway separating sidewalk from roadway (3) Parking lot screening (4) Multi-family development



Southtown District

The Southtown District currently has a mix of commercial and residential uses despite the large-lot nature of the area. This plan works to focus commercial development on Vermillion Street and Red Wing Boulevard, with residential development in the interior of the district. The plan expands the street network to improve connectivity, and establishes a gateway at the intersection of Red Wing Boulevard and Vermillion Street.

Development Characteristics

Uses

Appropriate uses for the Southtown District include retail, service, dining, single-family attached and multi-family residential. Supporting land uses are hotel, entertainment, single-family attached residential, and public uses.

Building Height

Commercial development may be single-stories while residential uses may be up to four stories.

Built Form

The Southtown District is already home to several successful auto-dealerships and larger commercial developments. Given the existing character, new developments in this area should be large format commercial, strip retail, or planned residential developments.

Parking Lots & Access

Parking should be located to the side or rear of buildings. All parking lots should be landscaped, screened from the right-of-way, and buffered from adjacent residential uses. Commercial developments should coordinate with adjacent uses for shared parking lot access to improve the movement of motorists between businesses.

Landscape

Landscaping should be used to improve the overall aesthetics of properties as well as to buffer parking lots from the right-of-way and commercial uses from adjacent residential neighborhoods. "Landscaping" broadly includes trees, other plant material, lighting fixtures and other street furniture, and paving.

Public Improvements

Gateway

As an entry into the City, this area should be improved with gateway features welcoming motorists at Vermillion Street and Red Wing Boulevard and should include signage, landscaping, and lighting.

Roundabout

The intersection of Vermillion Street and Red Wing Boulevard has been noted as a problem due to the high traffic volume of both roads and potentially conflicting turns and merges. To alleviate traffic issues, the City may advocate for MnDOT to install a roundabout. A roundabout could improve the traffic flow and also be an opportunity to create a landmark gateway into the city with the installation of public art in the center.

Pedestrian Network

The Southtown District has extensive sidewalk gaps along Vermillion Street and Red Wing Boulevard. All blocks should be complete with sidewalks and wide parkways to separate pedestrians from motorists. Sidewalks should connect the residential neighborhoods to destinations like the Civic Arena, Cannon Park, and the retail area.

Opportunity Sites

Site K

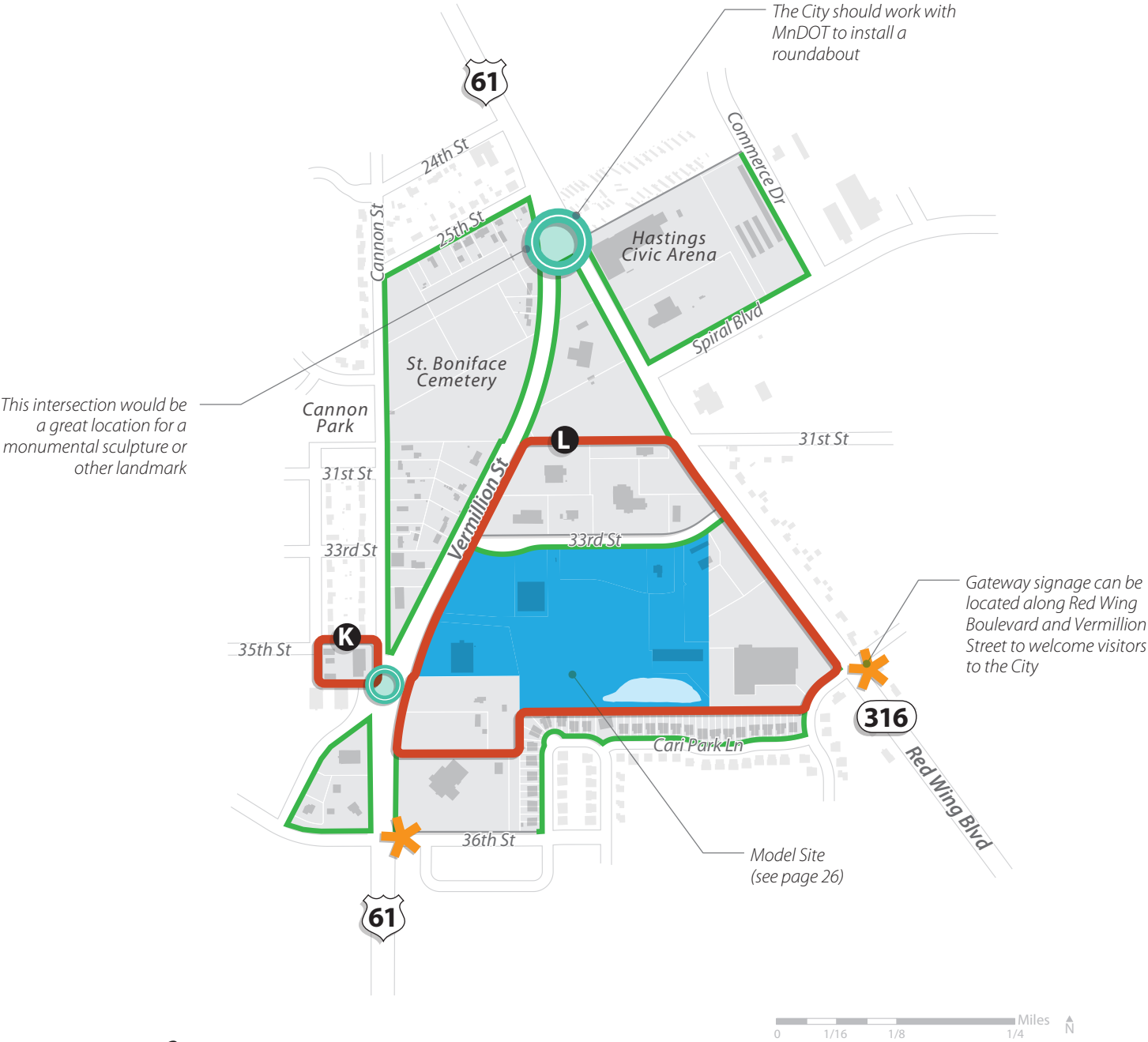
Opportunity Site K is currently a vacant industrial use nestled between multi-family and single-family residential uses. The use is inappropriate for this area and would be better suited as residential, preferably multi-family.

Site L

Opportunity Site L is a large area that has a wide range of uses including big box retail, strip commercial, service, dining, hotel, single-family residential, and vacant properties. The properties in this area may develop separately or as one large, multi-block redevelopment.

Southtown District

Framework Plan



Framework Key

- Opportunity Site
- Model Site
- Proposed Signage
- Pedestrian Gaps
- Improved Intersection

Southtown District

Model Site Development

The model site for the Southtown District is bounded by 33rd Street to the north, the residential neighborhood to the south, Vermillion Street to the west, and Red Wing Boulevard to the east. The site is a mix of large format commercial uses and undeveloped properties.

The redevelopment concept locates new, single-story commercial uses along Vermillion Street with residential uses behind. Single-family attached homes are located just north of the existing residential neighborhood with multi-family along 33rd Street. The new neighborhood includes green space and walking paths for the residents.

The street network has been expanded to improve access and connectivity through the development of a new residential neighborhood.



(1) Roundabout (2) Strip commercial development (3) Single-family attached development
(4) Parking lot landscaping (5) Multi-family development



Three-story, single-family attached buildings with parking off of rear alley

Open space for new residential neighborhood

Tiffany Road extension

Four-story, multi-family buildings

Proposed roadway

Proposed roadway

Parking in the rear of the building, access from proposed roadway

Proposed roadway

Single-story, commercial buildings

Vermillion St

3



Transportation

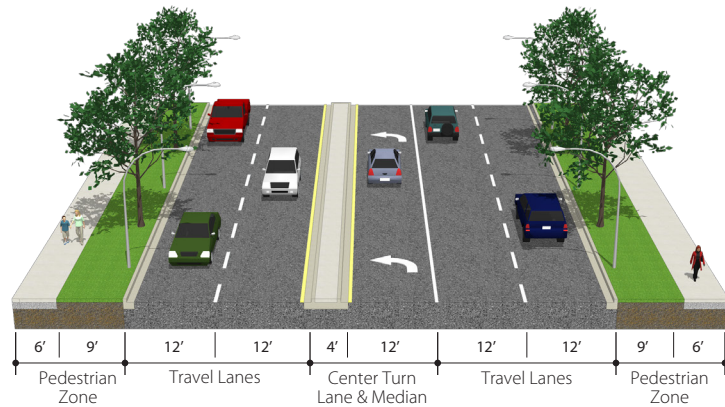
The transportation network and appearance of a commercial corridor can significantly impact its success. People are less likely to frequent shops when they are difficult to get to. The character of the roadway, vehicle access and circulation, pedestrian mobility, streetscape, on-site improvements, gateways, and wayfinding signs are critical factors to consider in the redevelopment of the Vermillion Street Corridor.

Roadway Characteristics

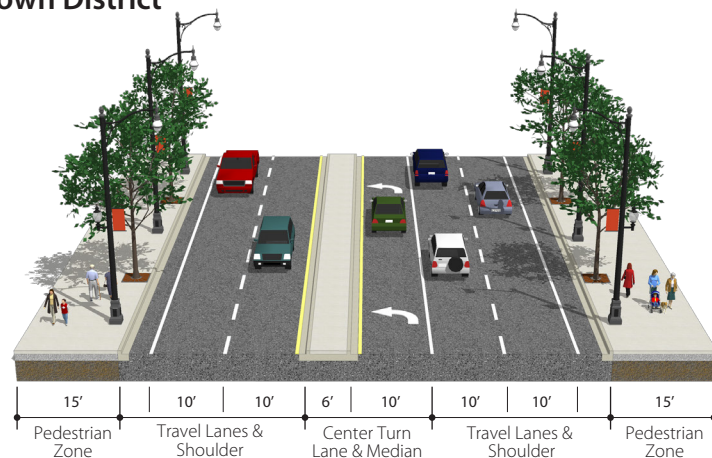
The characteristic of a roadway significantly impacts the kind of development that occurs along it. Vermillion Street should be configured in such a way that is appropriate for the types of development desired. Vermillion Street, being a portion of Highway 61, is under the jurisdiction of the Minnesota Department of Transportation (MnDOT) and is designed to accommodate high volumes of traffic with little disruptions to the flow of vehicles. The current configuration encourages vehicles to move at a faster rate of speed than posted and discourages turning into properties along the corridor. Reconfiguring the roadway should improve the traffic flow and safety and provide easy and well-defined access into businesses. MnDOT has indicated that it is willing to narrow lanes. Below are several recommendations to improve the configuration of Vermillion Street.

- **Reduce Lanes to 10 Feet:** By reducing the through and turn lanes to 10 feet in width, approximately 23 feet would be available for shoulders, bike lanes, a side parkway. The reduction would not only accommodate more users but would also reduce speeds and increase safety for all users.
- **Roundabouts:** Roundabouts installed at Red Wing Road and Highway 55, would act as gateways into the City and into Downtown.

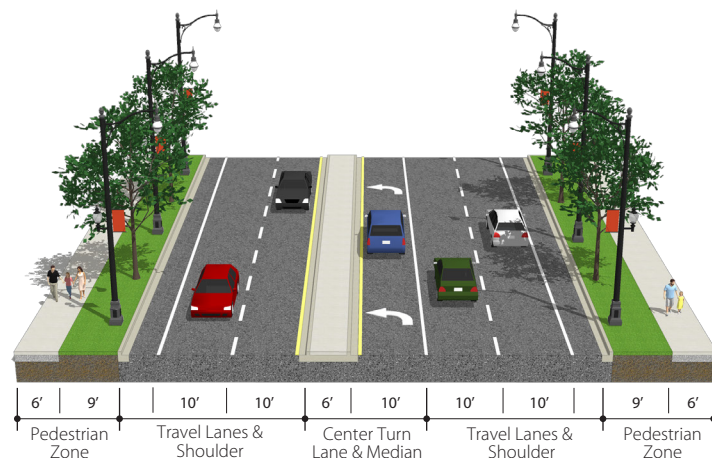
Typical Existing Cross Section



Proposed Cross Sections Downtown District



Midtown, Vermillion River & Southtown Districts





Property Access

How safe a roadway is for drivers, pedestrians, and cyclists, is highly reliant on the number of curb cuts along it. Curb cuts allow for access in and out of parking areas, access roads, and driveways. When a road has many curb cuts, potential conflicting movements are introduced, resulting in crashes. To improve the safety and traffic flow of Vermillion Street, it is recommended that properties consolidate parking lots and share access points, especially from cross streets.

Pedestrian Zone and Streetscape

The visual quality of an environment can change the way people experience that environment. Because Vermillion Street is a representation of the City as a whole to those passing through and the main commercial center for residents, the visual quality of the corridor is particularly important. Some aspects of the corridor, both on private properties and within the public right-of-way, could benefit from aesthetic improvement.

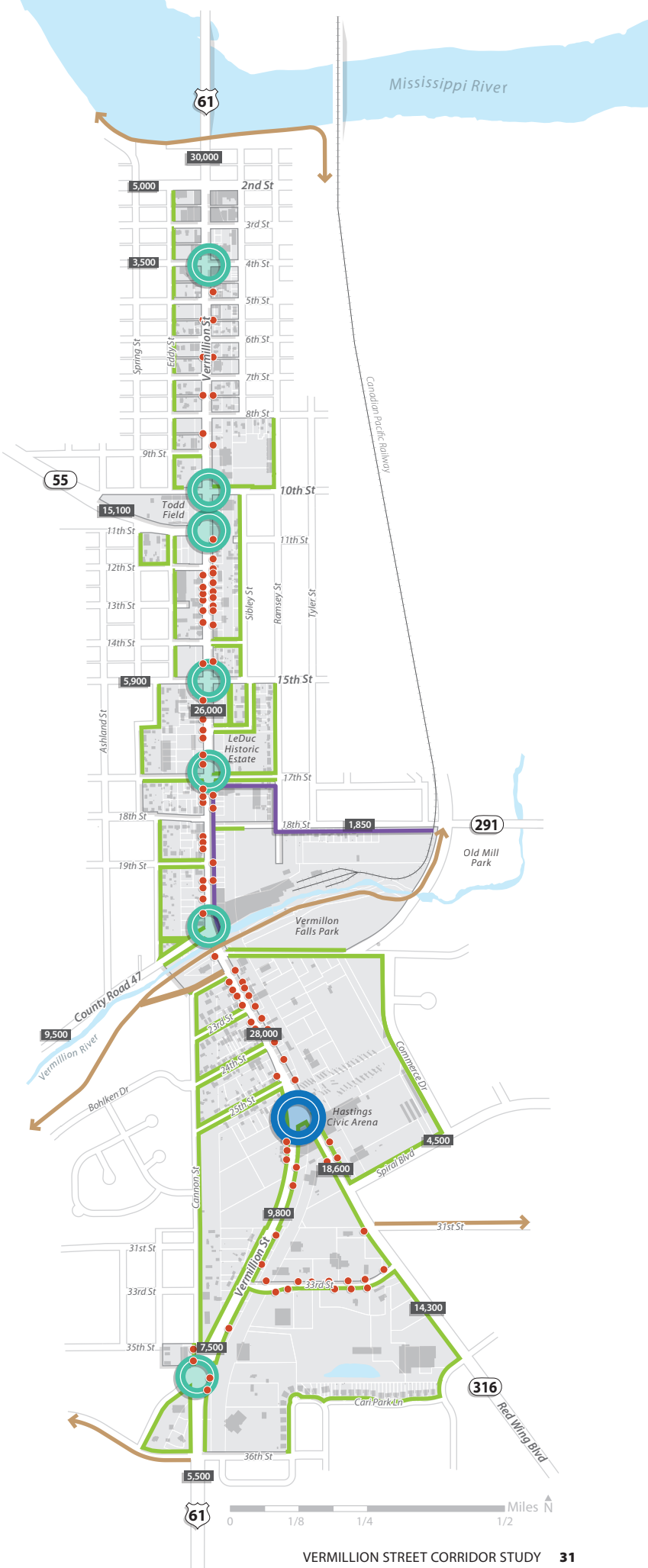
Improvements to the visual quality of the corridor could include façade upgrades, reconfiguration of the parking lots, landscaping, screening service areas, and general upkeep of properties. Streetscaping can make both pedestrians and drivers more comfortable in the right-of-way. Streetscaping elements include pedestrian amenities such as benches and trash receptacles, decorative lighting fixtures, parking lot screening, and street trees. The City may consider the installation of a landscaped median. A landscaped median will continue to restrict turning but will improve the character of the corridor. If constructed, gaps can be provided in strategic locations to permit left turns and U-turns.

Community Connection

The Vermillion Street corridor and the Hastings community have many strengths and assets that set them apart from other communities in the area. One major strength is the City's sizable arts community which can help incorporate art into public and private spaces.

Another strength is the Downtown area. Through signage, paving, and landscaping, the City could connect the northern end of the Vermillion Street corridor and the Downtown, building from its success and character. Additionally, historic buildings and character are an asset to the community and should be cherished and preserved whenever possible. The City's parks and natural resources such as the Vermillion Falls, Con Agra Park, and the Mississippi Riverwalk should also be preserved. New developments may use these to their advantage by creating plans that connect to parks and natural resources along the corridor.

Transportation



Map Key

- Existing Curb Cut
- Proposed Intersection Improvement
- Proposed Roundabout
- Existing Trail
- Proposed Trail Connection
- Pedestrian Gap
- Average Daily Traffic Count

4



Implementation

The adoption of the study is only the first step towards the realization of Vermillion Street as a more vibrant part of the Hastings community, one that introduces and invites visitors to the city and connects residents. For the study to have maximum impact, the City should engage in continuing efforts to implement its planning recommendations.

While the items in the action matrix are organized by subject matter, there are requirements common to all of them for effective implementation of the study's recommendations. The requirements for successful implementation fall into these categories:

Regulatory Actions

Review development controls. The City should establish a regulatory framework aligned with the recommendations of this study. This includes reviewing and revising its regulatory measures, primarily the zoning ordinance, which can enforce the study's recommendations.

Day-to-day use. It is essential that the study be used by City elected and appointed officials and staff on a regular, if not daily, basis to review and evaluate all proposals for improvement and development on Vermillion Street.

Cooperation. The City should assume the leadership role in realizing the study's recommendations. For the study to be successful, however, it must be based on a strong partnership between the City, other public agencies, residents, and the local business community.

Review and Update Actions

Regular review and updates. The study itself should be subjected to a monitoring process and be updated periodically to reflect current aspirations and opportunities.

Resource prioritization. Major improvements should be prioritized and phased in over time to maximize limited resources.

Strategies, Incentives, and Funding Sources

Explore funding sources & implementation techniques. The City should use project scheduling devices, such as the capital improvements program, to implement the most important public improvements while staying within budgetary constraints.

Economic development funding sources. Federal, state, and foundation grants and public-private partnerships are also an option. Local, regional, state, and federal grants, loans, and other incentives are identified in this section.

Administrative Actions

Regular Communication with the Public and Business and Property Owners. The planning process for the Vermillion Street Corridor Study involved public outreach and communication. Members of the Hastings community stayed involved through outreach events, the project website, and interactive tools. Building on these efforts, the City should ensure that the study's major recommendations and overall vision continue to be conveyed to the entire community. This should include regular updates, coverage of major milestones, and providing additional opportunities for residents to voice their opinion. This should be communicated through a variety of mediums including the City website and social media.

The City should also consider additional techniques for responding quickly to public questions and concerns regarding planning and development. For example, the City might prepare a new brochure and include information on its website on how to apply for zoning, building, and other development related permits and approvals. It might also consider special newsletter and/or webpage features that focus on frequently raised questions and concerns regarding planning and development.

Regulatory Actions

Review Development Controls

Zoning is an important regulatory tool for implementing planning policy. It establishes the types of uses to be allowed on specific properties and prescribes the overall character and intensity of permitted development. It is important that the City's various development controls including zoning, subdivision regulations, property maintenance, and other related codes and ordinances, are reviewed to ensure that all are consistent with and complementary to the Vermillion Street corridor study.

The study sets forth policies regarding the use of land within the corridor and establishes guidelines for the quality, character, and intensity of new development to be promoted in the years ahead. The study's policies and guidelines should greatly assist the City in formulating new development regulations that can better reflect the unique needs and aspirations of the Hastings community.

Specific recommendations of the study that development regulations can address include, but are not limited to:

- Ensuring the appropriate siting and scale of development;
- Updating landscaping, parking, and screening requirements to promote high quality, attractive development as reinvestment and redevelopment occurs;
- Encouraging high quality residential development; and
- Ensuring that corridor developments are accessible to pedestrians and bicyclists from surrounding neighborhoods.

Day-to-Day Use

The Vermillion Street Corridor Study should be used on a day-to-day basis, acting as the official policy guide for land use, development, and reinvestment in the corridor. The study should be regularly consulted by City council, boards, and staff to review and evaluate proposals for improvement and development on Vermillion Street. It should also be accessible for residents, business owners, and developers to review and use as a guide. To educate the community about the study, the City should:

- Make it available online for free, provide printed copies at City Hall, and have a copy on file at the Pleasant Hill Library for reference;
- Aid the public in understanding the intent of the study and its relationship to private and public development projects and other civic proposals;
- Assist the City council and boards in the day-to-day administration, interpretation, and application of the study;
- Provide a Vermillion Street Corridor Study review for existing and future elected or appointed officials; and
- Maintain a list of possible amendments, issues, or needs which may be a subject of change, addition, or deletion from the Vermillion Street Corridor Study.

Cooperation

For the Vermillion Street Corridor Study to be successful, there must be strong and steady leadership from the City of Hastings, supported by partnerships with other public agencies, residents, local institutions, community groups and organizations, and the local business community. In particular, the City should assume a leadership role in coordinating with the Minnesota Department of Transportation (MnDOT), Metropolitan Council, Greater MSP, Minnesota Department of Employment and Economic Development (DEED), Dakota County Community Development Agency, Hastings Area Chamber of Commerce, and the Hastings School District. The City should actively work with and encourage developers and the business community to undertake improvements discussed within the study that will improve the character and quality of Vermillion Street. Working with this diverse range of organizations and groups will help ensure successful implementation of the study and create a foundation of cooperation that will support the Hastings community in the future.

Review and Update Actions

Regular Review and Update

The Vermillion Street Corridor Study is not meant to be a static document; the study should be monitored and updated on a regular basis. The need for updates is the result of many community influences. Most frequently these are brought about by changes in attitudes, emerging needs, or market shifts not foreseen at the time of adoption. Routine examination of the study will help ensure that the planning program remains relevant to community needs and aspirations.

Although a proposal to update the study could be brought forth by petition at any time, the City should regularly undertake a systematic review of the study. Although an annual review is desirable, the City should initiate review of the study at least every two to three years. Ideally, this review should coincide with the preparation of the annual budget and capital improvement program. In this manner, recommendations or changes relating to capital improvements or other programs can be considered as part of the upcoming commitments for the fiscal year.

Resource Prioritization

All governments have limited financial and staff resources. The model sites identified in the study do not indicate a prioritization for their redevelopment. For private development, the City should identify and revise priorities depending upon the willingness of owners to sell and the availability of funds for acquisition or redevelopment and, for public improvements, the availability of capital construction funds and cooperation with state authorities.

Strategies, Incentives, and Funding Sources

Explore Funding Sources & Implementation Techniques

Although many of the projects and improvements called for in the study can be implemented through administrative and policy decisions or traditionally-funded municipal programs, other projects may require special technical or financial assistance. Many of the wide range of local, state, and federal sources of funding require applications to be consistent with recommendations made in the City's comprehensive plan. By amending the plan to include the corridor study's recommendations, the city would become eligible for funding for a wide variety of initiatives, including those related to economic development, housing, transportation, and parks and open space.

The grants identified in the following section do not represent an exhaustive list. In addition to these sources, the City of Hastings should continue to work with other agencies to request additional cost participation in the redevelopment of areas that impact regional infrastructure.

Economic Development Funding Sources

This section provides an overview of some of the grants, loans, financing, and other tools that can be used for economic development purposes within Hastings, particularly many of the key topics that have been discussed in this chapter. The City should continue to publicize these incentives, assist in their application, or utilize these tools to promote economic growth within Hastings. It should be noted that programs identified below should be closely scrutinized to understand application deadlines and eligibility requirements as well as potential legislative changes that may affect existing programs.

Minneapolis-St. Paul Metropolitan Area Incentives City of Hastings

The City of Hastings administers several programs to encourage economic development and should continue to do so. These include the SAC and WAC Deferral program, the Economic Development Revolving Fund, and the Public Arts Grant Task Force.

Dakota County Community Development Agency

The Dakota County Community Development Agency administers two programs that the City should use. These are the Redevelopment Incentive Grant Program and Commercial Property Rehab Grant.

Metropolitan Council

The Metropolitan Council administers several programs:

- The Local Housing Incentive Account (LHIA) provides loans to purchase property for affordable housing;
- The Livable Communities Demonstration Account (LCDA); and
- Corridors of Opportunity Local Implementation Capacity grants, which favors affordable housing developments.

Metropolitan Consortium of Community Developers Open to Business

The Open to Business program, provided by the Metropolitan Consortium of Community Developers (MCCD), is a small business technical assistance program. Open to Business provides services that promote economic development, create and retain jobs, and cultivate entrepreneurs. Through Open to Business, the MCCD provides advice and counseling to clients to assist them in achieving their entrepreneurial goals. In addition, the MCCD provides small business loans for emerging entrepreneurs that face challenges in accessing the commercial banking system.

Incubators

Business incubators provide low-cost space and specialized support to startups and small, local companies. Services might include administrative consulting, office equipment and training, and credit information assistance. Municipalities or economic development agencies typically own incubators, who subsidize rents and services with grants. In addition to job creation and generating activity, the goal is for incubator businesses to grow and relocate to larger spaces along Vermillion Street or elsewhere in Hastings.

State of Minnesota Incentives

The State of Minnesota provides a variety of incentives to municipalities and economic development entities. Several of the incentives available in Hastings are identified here.

Minnesota Department of Employment and Economic Development (DEED)

The Minnesota Department of Employment and Economic Development has several programs that could be of use to the City of Hastings.

Angel Tax Credit

Businesses headquartered in Minnesota with fewer than 25 employees and engaged in the research or development of qualifying high-technology can qualify for up to \$1 million in tax credits.

Minnesota Investment Fund

Local units of government are awarded these funds to provide loans to assist in expanding businesses. These funds aim at increasing the work force of industrial, manufacturing, and technology-related industries to retain high-quality jobs, increase the local and state tax base, and improve the state's overall economic vitality. Government units may receive no more than one award per state fiscal year. Projects eligible for funding must have at least 50 percent of their total project costs privately financed through owner equity and other lending sources. It is important to note that most applications selected for funding have at least 70 percent of their projects privately financed.

Minnesota Reservist and Veteran Business Loan Program

This program is designed to help businesses disrupted by the absence of an essential employee for more than 180 days due to military service.

State Small Business Credit Initiative

This initiative focuses on providing loans to businesses that are otherwise credit worthy but are having difficulty accessing capital.

Small Business Development Loan Program

This program provides loans of up to \$5 million.

Indian Business Loan Program

This program supports Indian-owned businesses and promotes economic opportunities for Indian people statewide.

Small Business Innovation Research and Small Business Technology Transfer Program (SBIR/STTR)

The SBIR / STTR grants support technology research that could be commercialized.

Innovation Business Development Public Infrastructure (BDPI)

The BDPI program, which focuses on job creation and retention through the growth of new innovative businesses and organizations by providing grants for up to 50 percent of the capital cost of the public infrastructure necessary to expand or retain jobs.

Job Creation Fund

The Job Creation Fund provides financial incentives to new and expanding businesses that meet certain job creation and capital investment targets. To be designated as a Job Creation Fund business, a business must, at minimum:

- Obtain local government support for their project via council resolution;
- Invest at least \$500,000 in real property improvements within one year of becoming a designated Job Creation Fund business;
- Create at least 10 new full-time permanent jobs within two years of becoming a Job Creation Fund business while maintaining existing employment numbers;
- Have other location options outside of Minnesota;
- Cause no undue harm to Minnesota business competitors;
- Certify that the project would not occur without Job Creation Fund assistance;

Companies deemed eligible to participate may receive up to \$1 million for creating or retaining high-paying jobs and for constructing or renovating facilities or making other property improvements. In some cases, companies may receive awards of up to \$2 million.

Small Cities Development Program (SCDP)

The SCDP provides funding for housing, public infrastructure, and commercial rehabilitation projects. Grant funding is divided into three categories, two of which could be helpful for the Vermillion Street corridor:

- Housing Grants, in which local governments will lend funds for rehabilitating local housing stock of owner-occupied, rental, single-family, or multiple-family housing; and
- Comprehensive Grants related to housing, public facility, and economic development activity, in which funding is directed to building, façade improvements, code violations, and health and safety issues. The maximum grant award for a “Single Purpose” project is \$600,000, and the maximum grant award for a “Comprehensive Project” is \$1.4 million.

Transportation Economic Development (TED) Fund

The TED fund is a competitive grant program of which governmental entities may apply to receive funds for highway improvement and public infrastructure projects that create jobs and support economic development. The projects must support one or more of the following industries: manufacturing, technology, warehousing and distribution, research and development, agricultural processing, bioscience, or tourism and recreation. Although competitive, awards can be up to \$10 million per project, and awards may be used to fund a maximum of 70 percent of project costs for trunk highway interchanges and other improvements.

Tax Credits

Minnesota Historic Structure Rehabilitation Tax Credits

The Minnesota Historic Structure Rehabilitation Tax Credits Program offers a 20% state tax credit for qualified historic rehabilitations, and parallels the existing federal rehabilitation tax credit. It also offers project investors an option of a grant in lieu of a credit. Only income-producing properties are eligible for this incentive. This tax credit/grant is funded by the State of Minnesota and funds are awarded to eligible applicants who meet the program requirements. The building must be listed in the National Register of Historic Places or be certified as contributing to the significance of a “registered historic district”.

Research & Development Tax Credits

Businesses with qualifying research & development (R&D) expenses in Minnesota may qualify for the credit for increasing research activities. The R&D credit is equal to 10 percent of qualifying expenses up to \$2 million, and 2.5 percent for expenses above that level. C-corporations, partnerships and corporations are eligible to claim the credit through the Minnesota Department of Revenue.

Capital Equipment Exemption

Businesses that buy or lease qualifying capital equipment (machinery and equipment used in manufacturing) for use in Minnesota are eligible for an up-front exemption from state and local sales or use.

Minnesota Housing Finance Agency (MHFA)

Minnesota Housing Finance Agency (MHFA) administers Low Income Housing Tax Credits (LIHTC) program which provides incentives for developers to include affordable housing in projects.

Tax Increment Financing (TIF)

Tax Increment Financing (TIF) utilizes future property tax revenues generated within a designated area pay for infrastructure improvements and further incentivize continued reinvestment. As the annual assessed value (AAV) of properties within a TIF district increases, the incremental growth in property tax over the base year that the TIF was established is reinvested in that area.

TIF dollars can typically be used to redevelop areas with substandard buildings, build housing for low- and moderate-income households, mitigate pollution, provide general economic incentives, finance public infrastructure (e.g. streets, water, sewer, sidewalks, etc.), assemble land, and offset the costs of development. Dependent upon the project type, the duration of a TIF district in the State of Minnesota may span 8-25 years.

Special Assessments

The state legislature grants cities the authority to levy special assessments on properties through the Minnesota Statutes Chapter 429. Special assessments are taxes levied on properties to provide funding for improvement projects that will directly benefit that property and its owners. Assessments can be initiated by property owners, legislative bodies, or local administrations, at which point the cost of the project and the potential benefit to adjacent properties is assessed. Total costs of the project are apportioned to all properties within the assessment and paid through special tax bills.

Special Service District (SSD)

A Special Service District (SSD) is a defined area where “special services” are rendered and the costs of providing them are paid from revenues collected from charges imposed within that area. Services may include snow and ice removal, lighting, signage, parking, parking enforcement, marketing, landscaping, security, and promotion. Special service districts, may be established at any location within a municipality, but only commercial, industrial, or utility properties will be subject to the service charge. A SSD may be established only if a petition by a certain percentage of potentially impacted property owners is filed and the city adopts an ordinance to establish it. Funding available within a SSD varies widely depending on the number of contributing properties and the agreed upon service charge which is, in turn, determined by the costs of services to be funded by the SSD.

Several cities in Minnesota utilize SSDs for economic development purposes, including Duluth and St. Louis Park. The Minneapolis Downtown Improvement District is the most well-known SSD in Minnesota and has a budget of more than \$6.5 million.

Hastings should consider partnering with the Hastings Area Chamber of Commerce to evaluate and possibly facilitate the formation of a Vermillion Street SSD. An SSD would provide a steady and predictable funding source to facilitate a variety of district-wide initiatives, such as:

- Vermillion Street marketing and branding campaigns;
- Economic development activities that assist new and existing local businesses in a manner that is beneficial to the entire corridor;
- Joint maintenance services such as street and sidewalk maintenance, ice and snow removal, trash collection, and other services;
- Parking management and wayfinding program implementation;
- Installation and maintenance of plantings;
- Seasonal decorations; and
- Capital improvements for streetscaping and installation of special district amenities such as decorative street lighting, street furniture, and banners. While the City may currently provide some of these services and amenities, and SSD would allow for enhanced services and amenities that are over and beyond what could ordinarily be provided.

Payment in Lieu of Taxes (PILT)

Payment in Lieu of Taxes (PILT) is a similar tool to tax abatement. Municipalities can use PILT to reduce the property tax burden of a desired business for a predetermined period. In this instance, a local taxing body and a property owner will agree to the annual payment of a set fee in place of the property taxes. Payments are typically made in the form of a fixed sum, but they may also be paid as a percentage of the income generated by a property. In addition, PILT can also be a means of reducing the fiscal impact of a nonprofit, institutional use, or other non-taxpaying entity located on a key potential-tax generating site. While such uses can be desirable as activity generators, they can also negatively impact municipal services. Provisions can be made to offset that negative impact by allowing the municipality to be compensated for at least a portion of the revenue that would otherwise be collected in the form of property tax.

PILT programs that are currently in operation include:

- Housing and Redevelopment Authority (HRA) low-income housing projects, in which payment is made by a HRA to the county in an amount equal to 5 percent of the shelter rentals of the low-income housing project collected during the preceding calendar year; and
- Natural resources land, in which payment helps to offset the expenses incurred by counties and municipalities in support of natural resources lands.

Federal and State Incentives Community Development Block Grant Program

Created by the United States Department of Housing and Urban Development in 1974, this program provides annual entitlements to cities based on a formula that considers population, age of the housing stock, and economic status. Cities have the flexibility to use these funds in a variety of ways to address issues affecting low-moderate income persons. CDBG-financed residential projects must charge rents that are affordable to households with income below 80% of area median income (AMI).

Federal New Market Tax Credits

New Market Tax Credits (NMTCs) provide investors such as banks and insurers with tax credits against their federal income tax in exchange for new investments made in low-income areas (a census tract with at least 20% below the poverty line or where the median household income for the tract is below 80% of the area median household income). NMTCs are administered by Community Development Financial Institutions (CDFIs), which tap into a federal fund through a competitive process.

The New Market Tax Credit is a valuable economic development tool as it is one of few funding sources that provides funding up-front. NMTCs can play a crucial role in facilitating desired development by providing financing for gaps within a budget or reducing the debt service within the operating pro forma of a project.

The NMTC program was used recently in St. Cloud to fund the development of the Capital One 360 building. As the City and its partners seek to encourage redevelopment of key sites on Vermillion Street, serious consideration should be given to expanding the use of New Market Tax Credits.

Transportation & Infrastructure Funding Sources

The following highlights state and federal funding sources that may be applicable to the City of Hastings' transportation and infrastructure plans and projects. These programs may be available to help offset some or all of the cost of road and infrastructure improvements.

Fixing American's Surface Transportation (FAST) Act

The FAST Act, a five-year transportation reauthorization bill, was established in December 2015 as a replacement for the Moving Ahead for Progress in the 21st Century (MAP-21) Act. The FAST Act, which is implemented and administered by the Federal Highway Administration (FHWA), aims to improve infrastructure, provide long-term certainty and increased flexibility for states and local governments, streamline project approval processes, and encourage innovation to make the surface transportation system safer and more efficient. It authorizes \$305 billion through 2020 for highway, highway and motor vehicle safety, motor carrier safety, rail, public transportation, hazardous materials safety, and technology, research, and statistics programs. The City should monitor the FAST Act's current implementation.

Cooperative Program for Transportation Research Studies (COPTRS)

This program aims to foster cooperation in sciences and engineering to solve transportation challenges and aid in technological advancements and innovative research. Funding is provided by legislative action.

Local Road Research Board (LRRB)

The LRRB program supports the research interest of local engineers. Funding is set at ½ of 1 percent of the state allocation, and administration is performed by MnDOT's Research Services Section (RSS).

Research Implementation Committee (RIC)

The RIC is a subgroup of the LRRB, with many similar operations. The RIC allocates \$220,000 annually from the LRRB budget for funding the application of research projects.

Sidewalk Improvement District (SID)

Under Minnesota state law, a city may establish, by ordinance, a sidewalk improvement district to pay all or part of the cost of sidewalk construction and repair by apportioning the cost throughout the property in the district on a direct or indirect benefit basis. The council may establish districts in order to provide all areas with safe pedestrian walkways to and from schools, school bus stops, public transportation facilities, and other neighborhood and community services.

State Aid for Local Transportation (SALT)

SALT works with local governments to assist in maintaining a safe and effective highway network. Funds are determined by the Legislature and distributed through MnDOT for the maintenance and construction of highways. SALT also provides supportive staff that manages the state aid system and provides technical assistance in bridge design, construction and maintenance, grant authorization for bridge construction, and the coordination of local federally funded projects.

Transportation Revolving Loan Fund (TRLF)

When traditional funding sources for transportation projects are not available, the Transportation Revolving Loan Fund serves as an alternative financing tool. Established through the State Infrastructure Bank Program's directives in 1997, the TRLF is used to support transportation projects through a low-interest loan. As the loan is repaid, the funds are returned to the TRLF. Eligible projects include predesign studies; acquisition of right-of-way; road and bridge maintenance, repair, improvement or construction; enhancement items; rail and airport safety projects; drainage and safety structures, and transit capital purchases.

Action Matrix

The Vermillion Street Corridor Study includes numerous policy and project recommendations. The following matrix summarizes the key actions the City can undertake to achieve the vision for Vermillion Street. It also establishes the anticipated time frame, partnerships, and range of probable cost of each action. The City should use the Action Matrix to assign tasks to various departments, identify potential funding sources, and explore strategic partnerships. As actions are completed and the study is updated, the Action Matrix should also be revised to prioritize the remaining actions and add new ones as needed.

Key Action

Key actions include capital projects, policy or regulatory amendments, or strategies that should be prioritized to lay the foundation for long-term study implementation. For example, a key action may include infrastructure improvements that support future investment, regulatory amendments that remove barriers to desired development, or coordination among stakeholders to procure funding for recommended improvements on Vermillion Street.

Time Frame

Each action has been assigned a general time frame for estimated completion:

Short = 0-2 years

Medium = 3-6 years

Long = 7 years+

On-Going = Actions that continue after their initial start

Cost to the City

Each action has been assigned a range of probable cost for the City's role:

\$ = Low cost, typically staff time with limited outside funding required;

\$\$ = Medium cost, related to outside consulting or capital expenses, between \$50,000 and \$200,000. These actions would likely be paid for from grants, special revenues (e.g. TIF), the annual budget process, or be part of capital improvements programming;

\$\$\$ = Higher cost, related to capital expenses, between \$200,000 and \$1,000,000. These actions would likely be paid for from a variety of sources, including grants, special revenues (e.g. TIF), annual budget items, or be part of capital improvements programming; and

\$\$\$\$ = High cost capital projects of more than \$1,000,000. These actions would require grant funding or be part of capital improvements programming.

Potential Partnerships

Each action also has identified potential partnerships. This list is not exclusive; other partners may be identified and involved.

#	Description of Action	Key Action	Time Frame	Cost to City	Potential Partnerships
Promote the Vision of Vermillion Street					
1	Identify one point-person, either in City government, the Hastings Area Chamber of Commerce, or other organization, to be the Vermillion Street recommendations manager. This person would be responsible for recommending code enforcement and partnering with businesses to improve their façades.		Short - On-Going	\$	Chamber of Commerce
2	Market the four district model site examples to promote the community's vision for Vermillion Street.	●	Short - On-Going	\$	Chamber of Commerce, Greater MSP, DEED
3	Pursue the study's "development characteristics" recommendations for new development to achieve the vision for Vermillion Street.		Short - On-Going	\$	Businesses and property owners, Chamber of Commerce, developers
4	Use the model site redevelopment scenarios to guide the location, type, and amount of development.		Long	\$\$\$	Businesses and property owners, developers
5	Promote existing businesses that can draw customers from within the City and the from the greater Twin Cities metropolitan region.		Short - On-Going	\$	Chamber of Commerce
6	Work with local business and real estate organizations to maintain a comprehensive and up-to-date inventory/database of available Vermillion Street properties.	●	Short - On-Going	\$	Businesses and property owners, Chamber of Commerce, developers
7	Create a page on the City or Chamber of Commerce's websites to highlight work being done, events, opportunities for development, and shopping and sights on Vermillion Street.		Short - On-Going	\$	Businesses and property owners, Chamber of Commerce
Encourage Investment					
8	Continue promoting local, regional, state, and federal economic development programs aimed at attracting business and development investment.		Short - On-Going	\$	Businesses and property owners, Chamber of Commerce, Greater MSP, DEED
9	Regularly meet with Vermillion Street business, real estate, and development community to apprise them of active changes and improvements being undertaken and to identify opportunities for partnerships.		Short - On-Going	\$	Businesses and property owners, Chamber of Commerce
10	Work with property owners to improve their existing façades to enhance the appearance of Vermillion Street, through façade improvement grants or loans.	●	Long	\$\$	Businesses and property owners
11	Encourage developers and property owners to elevate the quality of architectural design as redevelopment occurs. Hastings has a tradition of attractive vernacular architecture and can take advantage of the Twin Cities metropolitan region's embrace of high-quality contemporary design. The Cummins Foundation has long supported high-quality design in Columbus, Indiana, by covering the cost of architectural fees.	●	Long	\$\$\$	Businesses and property owners, developers
12	Work with local business organizations to identify businesses to attract to Vermillion Street. A strategic approach should be identified that can focus limited resources and capitalize on Vermillion's unique assets and existing businesses.		Short - On-Going	\$	Businesses and property owners, Chamber of Commerce
13	Leverage Vermillion Street's unique factors and resources to attract local and small businesses and metro area customers to Hastings. These resources include Downtown, the Mississippi and Vermillion rivers, LeDuc Historic Estate, and unusual businesses, like the Hastings Coop Creamery and Emily's Bakery.		Medium - On-Going	\$	
14	Encourage and support the reuse of architecturally, historically, or socially important structures.		Short	\$-\$\$\$	
15	Offer tax incentives to allow businesses to renovate and expand their spaces.		Medium	\$\$\$	Businesses and property owners, developers, Greater MSP, DEED
16	Establish a coworking space to provide nontraditional, collaborative working spaces for new companies to start and grow at a cheaper cost.		Short - On-Going	\$\$	Businesses and property owners, developers, Greater MSP, DEED
17	Ensure that the Sewer Availability Charge (SAC) and Water Access Charge (WAC) are comparable to that of other communities in the Twin Cities metropolitan area. Market the Metropolitan Council SAC Deferral Program and City of Hastings SAC and WAC Deferral Program to prospective investors.	●	Short - On-Going	\$	Chamber of Commerce

#	Description of Action	Key Action	Time Frame	Cost to City	Potential Partnerships
Events and Temporary Installations					
18	Organize and facilitate events on Vermillion Street to encourage social activity. Locations could include Todd Field, Vermillion Falls Park, or parking lots and vacant land along the street.	●	Short - On-Going	\$	<i>Businesses and property owners, residents, Chamber of Commerce</i>
19	Consider temporary public art installations, where pieces are on display for up to a few years, on vacant or underused land.		Medium	\$	<i>Businesses and property owners, local artists, Public Arts Grant Task Force</i>
20	Match property owners with local artists to develop new public installations.		Short	\$	<i>Businesses and property owners, local artists, Chamber of Commerce, Public Art Grants Task Force</i>
21	Utilize visible vacant or underused spaces and land to initiate new activities and interest in Vermillion Street.		Short - On-Going	\$	<i>Chamber of Commerce, local artists, Public Arts Grant Task Force</i>
Land Use, Planning, and Zoning					
22	Incorporate the study's recommendations into the City's comprehensive plan.		Short	\$	
23	Amend the City's zoning code to allow new ground-floor residential uses	●	Short	\$	<i>Businesses and property owners, developers</i>
24	Amend the City's zoning code to allow for shared parking and adopting the minimum parking requirements as a maximum, which will remove additional barriers to future developments.	●	Short	\$	<i>Businesses and property owners, developers</i>
25	Review land use regulations to revise or eliminate text that does not support existing businesses or attract new ones.	●	Short	\$	
26	Incentivize residential development on Vermillion Street to support local businesses, accommodate a broader range of a household life cycle, and increase the property tax base.		Long	\$\$\$	<i>Property owners and developers</i>
27	Market increased residential development to attract new businesses.		Long	\$	<i>Chamber of Commerce</i>
28	Encourage the location of public serving entities on Vermillion Street, including City, County, and School District.		Short - On-Going	\$-\$-\$	
29	Prioritize establishing Vermillion Street as a preferred location for special events and activities that may need larger sites than available Downtown.		Short	\$	
Building Siting					
30	North of 6th Street, new buildings must maintain/continue the 2nd Street streetwall, except that short lengths may be recessed for outdoor dining and pedestrian-serving functions.	●	Long	\$	<i>Businesses and property owners, developers</i>
31	South of 6th Street, new buildings may be recessed from the sidewalk for outdoor dining, other pedestrian-serving functions, or landscaping. Parking in front of buildings should be discouraged.		Long	\$	<i>Businesses and property owners, developers</i>
32	Commercial buildings should be sited close to the sidewalk so that pedestrians and motorists may see activity and merchandise easily.		Long	\$	<i>Businesses and property owners, developers</i>
33	Site buildings so that service and delivery entries, as well as HVAC, and other buildings operations are located away from street frontages. If this is not possible for all frontages, prioritize locating them away from Vermillion Street.		Long	\$	<i>Businesses and property owners, developers</i>
34	Buffer residences from commercial and other uses, including refuse storage areas.		Short	\$	<i>Businesses and property owners, developers</i>

#	Description of Action	Key Action	Time Frame	Cost to City	Potential Partnerships
Parking and Access					
35	Amend the City's development standards to require eliminating curb cuts as properties are redeveloped or should current developments no longer require their use.	●	Long	\$	Businesses and property owners, developers
36	Shared parking should be encouraged.		Long	\$	Businesses and property owners, developers
37	Locate all on-site parking behind, to the side of, or within buildings. Parking in front of buildings should be discouraged.	●	Long	\$	Businesses and property owners, developers
38	As properties are redeveloped and parking provided to the rear, way-finding signs should be used to inform the public of parking's location.		Long	\$	Businesses and property owners, developers
39	Discourage right-turn lanes into private property.		Long	\$	Businesses and property owners, developers
Roadway, Intersections, & Signalization					
40	Pursue the study's "public improvements" recommendations to achieve the vision for Vermillion Street.		Long	\$	Businesses and property owner, Chamber of Commerce, developers, MnDOT
41	Monitor and coordinate with roadway construction schedules to incorporate recommended improvements (lane striping, pedestrian refuges, high-visibility crosswalks, automated signals, etc.).	●	Long	\$	MnDOT
42	Design and use street-wide and district specific (Downtown, Midtown, Vermillion River, Southtown) branding in the form of banners or medallions.		Medium - On-Going	\$\$	
43	Develop a roundabout to replace the intersection of Vermillion Street and Red Wing Boulevard.	●	Long	\$	MnDOT
44	Develop a welcoming landmark and landscaping at the intersection of Vermillion Street and Red Wing Boulevard (in conjunction with the construction of a roundabout). This would be one of two prominent landmarks along Vermillion Street welcoming people to the city.	●	Long	\$\$\$	MnDOT
45	Address the intersection of Cannon and Vermillion streets. Consider blocking access between the two, blocking access to the south leg of Cannon Street, or replacing the intersection with a roundabout.		Medium to Long	\$\$	MnDOT
46	Consider signalization of the intersection at 17th or 18th Street.		Medium	\$	MnDOT
Gateway and Wayfinding					
47	Add consistent and attractive wayfinding signage, at scales and heights appropriate for motorists and pedestrians, for Vermillion's primary sights, including the Hastings Civic Arena, Vermillion Falls Park, LeDuc Historic Estate, Todd Field, and Downtown/the Mississippi River.	●	Short	\$\$	
48	Develop signage and paving to connect Vermillion Street to Downtown, 2nd Street, and Levee Park and the Mississippi River.	●	Medium	\$\$\$\$	Businesses and property owners, developers
49	Develop a gateway to the city and Downtown at 4th Street. This would be one of two prominent landmarks along Vermillion Street welcoming people to the city.		Medium	\$\$\$-\$\$\$\$	MnDOT
50	Add a gateway to Midtown on Highway 55, oriented to travelers heading to towards Vermillion Street. It should include direction to Downtown and to Vermillion Falls Park.		Medium	\$\$	MnDOT
51	Add a gateway to the Vermillion River on County Road 47, oriented to travelers heading to towards Vermillion Street. It should include direction to Downtown and to Vermillion Falls Park.		Medium	\$\$	MnDOT
52	Develop a welcoming landmark at the intersection of Vermillion Street and Red Wing Boulevard (in conjunction with the construction of a roundabout). This would be one of two prominent landmarks along Vermillion Street welcoming people to the city.		Long	\$\$	MnDOT